

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	William Houghton	Art Unit :	2623
Serial No. :	10/090,803	Examiner :	David R. O'Steen
Filed :	March 6, 2002	Conf. No. :	6900
Title :	POLLING INTERACTIVE TELEVISION VIEWERS		

**MAIL STOP AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

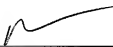
INFORMATION DISCLOSURE STATEMENT

Applicant requests consideration of the references listed on the attached PTO-1449 form. Under 37 C.F.R. § 1.98 (a)(2)(ii), only copies of foreign patent documents and/or non-patent literature are enclosed. Copies of any listed U.S. patents or U.S. patent application publications can be provided upon request.

This statement is being filed after a first Office Action on the merits, but before receipt of a final Office Action or a Notice of Allowance. Fees in the amount of \$180 are being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply any other charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 1/16/2007

  
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Substitute Form PTO-1448 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney's Docket No. 06975-164001	Application No. 10/090,803
<b>Information Disclosure Statement by Applicant</b> (Use several sheets if necessary)		Applicant <b>William Houghton</b>	
		Filing Date <b>March 6, 2002</b>	Group Art Unit <b>2623</b>
(37 CFR §1.98(b))			

**U.S. Patent Documents**

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	AA	4,891,712	01/02/1990	Spitzer et al.			
	AB	5,991,798	11/23/1999	Ozaki et al.			
	AC	6,093,026	07/25/2000	Walker et al.			
	AD	6,154,771	11/28/2000	Rangan et al.			
	AE	6,189,029	02/13/2001	Fuerst			
	AF	6,250,930	06/26/2001	Mintz			
	AG	6,377,781	04/23/2002	Mishkin			
	AH	6,397,333	05/28/2002	Söhne et al.			
	AI	6,477,504	11/05/2002	Hamlin et al.			
	AJ	6,616,458	09/09/2003	Walker et al.			
	AK						

**Foreign Patent Documents or Published Foreign Patent Applications**

Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation	
							Yes	No
	AL							

**Other Documents (Include Author, Title, Date, and Place of Publication)**

Examiner Initial	Desig. ID	Document
	AM	Opinion Web From M/A/R/C Online; <a href="http://www.marcresearch.com/online/opinionweb.html">www.marcresearch.com/online/opinionweb.html</a> ; ©1998; pages 1-2
	AN	Marketing Masters, Survey Said by Marketing Masters, April 25, 1998 (from <a href="http://www.surveysaid.com">http://www.surveysaid.com</a> archived at <a href="http://web.archive.org/web/19980425182927/http://surveysaid.com">http://web.archive.org/web/19980425182927/http://surveysaid.com</a> )
	AO	Opinion Place From M/A/R/C Online; <a href="http://www.marcresearch.com/online/opinionplace.html">www.marcresearch.com/online/opinionplace.html</a> ; 11/9/99; pages 1-3
	AP	What is opinion place?; <a href="http://www.marconline.com/clienttoolbox/opinionplace.html">www.marconline.com/clienttoolbox/opinionplace.html</a> ; 11/9/99; pages 1-2
	AQ	What is Opinion Aisle?; <a href="http://www.marconline.com/clienttoolbox/opinionaisle.html">www.marconline.com/clienttoolbox/opinionaisle.html</a> ; 11/9/99; pages 1-2
	AR	Online vs. In-Line Volume II - An Update of the Burgeoning Electronic Grocery Shopping Channel; <a href="http://www.marconline.com/studies/ocase2.html">www.marconline.com/studies/ocase2.html</a> ; 11/9/99; pages 1-2
	AS	Competencies; <a href="http://www.marigroup.com/html/competencies.htm">www.marigroup.com/html/competencies.htm</a> ; 11/9/99; page 1
	AT	Non-final Office Action in Serial No. 09/499,315; Mailing Date: 07/16/2003

Examiner Signature

Date Considered

EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney's Docket No. 06975-164001	Application No. 10/090,803
<b>Information Disclosure Statement by Applicant</b> (Use several sheets if necessary)		Applicant William Houghton	
		Filing Date March 6, 2002	Group Art Unit 2623
(37 CFR §1.98(b))			

Other Documents (Include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	AU	Final Office Action in Serial No. 09/499,315; Mailing Date: 02/06/2004
	AV	Non-final Office Action in Serial No. 09/543,368; Mailing Date 09/29/2003

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	